



This full-day conference will look at strategies and best practice for reinforcing, rethinking and reinventing town centres across London – at all scales and in varying stages of maturity.



PROGRAMME

09:00 – 09:30 Arrivals, registration, light breakfast

09:30 – 10:35 STRATEGY

Room: TOWER B+C

Keynote/Chair: **Daniel Moylan**, Chair, Mayor's Design Advisory Group, Greater London Authority
Panel: **Sue Foster OBE**, Strategic Director for Delivery, LB Lambeth
Jerome Frost OBE, Global Planning Director and Leader of Consulting (UKMEA), Arup
Victoria Hills, Chief Executive Officer, Old Oak & Park Royal Development Corporation
Gerry Hughes, Senior Director and National Head of Planning, Development & Regeneration, Bilfinger GVA

10:40 – 11:30 DELIVERING LARGE-SCALE CHANGE

Room: TOWER B+C

Chair: **Lara Kinneir**, Director, Public Place Agency; Programme Manager, London Festival of Architecture 2015
Panel: **Ellen Greenberg**, Director, Integrated City Planning, Arup
Roger Madelin CBE, Partner, Argent LLP
Peter O'Brien, Area Regeneration Manager, Tottenham Hale, LB Haringey
Lucinda Turner, Head of Strategy & Policy, Transport for London

Short break

11:50 – 12:40 WORKING WITH COMPLEX PLACES

Room: TOWER B+C

Chair: **Ziona Strelitz**, Director, ZZA Responsive User Environments
Panel: **Andrew Beharrell**, Senior Partner, Pollard Thomas Edwards
Esther Everett, Interim Head of Physical Regeneration & Design, London Legacy Development Corporation
Chris Hall, Director, Bilfinger GVA
Neil Taylor, Kingston Futures Programme Manager, RB Kingston

12:45 – 13:30 Buffet lunch

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PROGRAMME, cont'd

13:30 – 14:40 DELIVERY: THE RIGHT INGREDIENTS Room: TOWER B+C

Chair: **Claudette Forbes**, Director, CAF Consulting Ltd
 Panel: **Andy Godfrey**, Public Policy Manager, Alliance Boots; Chair, Local Government Policy Advisory Group, British Retail Consortium
Alison Mayer, Senior Project Officer, Regeneration Team, Greater London Authority
Matthew McMillan, Head of Inward Investment, LB Croydon
Arlene van Bosch, Projects Director, Cathedral Group

Go to breakouts

14:50 – 15:50: BREAKOUT SESSIONS (Simultaneous)

BREAKOUT 1 LOCAL ECONOMY Room: Tower B+C

Chair: **Joanna Rowelle**, Director, Integrated City Planning, Arup
 Panel: **Gareth Bacon AM**, Chair, London Assembly Regeneration Committee
Gillian Balfe, Town Centre Manager, LB Redbridge
Andy Godfrey, Public Policy Manager, Alliance Boots
Lucy Taylor, Director, Regeneration & Planning, LB Ealing

BREAKOUT 2 INTEGRATING HOUSING Room: Tower A

Chair: **Valerie Solomon**, Policy Manager, Housing & Planning, London Councils
 Panel: **Heather Cheesbrough**, Assistant Director of Strategic Planning, Regeneration & Economic Development, LB Hounslow
Patrick Devlin, Partner, Pollard Thomas Edwards
Ken Baikie, Director of Thamesmead Regeneration, Peabody
James Murray, Executive Member for Housing & Development, Islington Council

BREAKOUT 3 MANAGEMENT + PARTNERSHIPS Room: More London

Chair: **Sophia de Sousa**, Chief Executive, The Glass-House Community-Led Design
 Panel: **Paul Augarde**, Head of Creativity & Innovation, Poplar HARCA
David Harley, Group Manager, Economic Development & Sustainable Communities, LB Barking & Dagenham
Simon Pitkeathley, Chief Executive, Camden Town Unlimited
Adam Towle, Senior Project Officer, GLA Regeneration Team

Return to main hall (Tower B+C)

16:00 Breakouts - Report back and moderated Q&A Room: TOWER B+C

Moderator: **Jane Groom**, Board Director, London Communications Agency
Local Economy - Jo Wilson, Head of Policy, Future of London
Housing - Kate Walters, Associate, City Planning, Arup
Management - Hasanul Hoque, Projects & Finance Manager, Camden Town Unltd

16:30 Closing Thoughts: STEWARDSHIP + FUTURE-PROOFING Room: TOWER B+C

Chair: **Ellen Greenberg**, Director, Integrated City Planning, Arup
 Panel: **Sir Edward Lister**, London Deputy Mayor for Policy and Planning
Clare Devine, Director of Architecture, CABA at the Design Council
Simon Pitkeathley, Chief Executive, Camden Town Unlimited
Gary Rice, Head of Development Management, LB Southwark

17:00 - Networking drinks / 18:00 – Close

SPEAKERS

KEYNOTE and CHAIR, Morning Plenary

Daniel Moylan, Chair, Mayor's Design Advisory Group, Greater London Authority



In addition to his MDAG role, Daniel is a member of the board of Transport for London and Crossrail Ltd and adviser to the Mayor of London on Crossrail 2 and airports policy. He was TfL Deputy Chairman from 2009-2012, where he oversaw a massive programme of investment in transport infrastructure and led the Mayor's work to improve London's public realm. He also served as Chairman of the London Legacy Development Corp. during the 2012 Olympic & Paralympic Games. He has been a Conservative councillor at RB Kensington & Chelsea since 1990 and was Deputy Leader from 2000 to 2011.

Morning Plenary – STRATEGY

Sue Foster OBE, Strategic Director for Delivery, LB Lambeth



Sue joined Lambeth's strategic leadership board in November 2010. She has a wealth of experience in regeneration, housing and planning in the voluntary sector and local government. She was Director of Place Shaping and Enterprise at Enfield Council, and Assistant Director of Regeneration and Planning at Hackney. At Hackney Council, Sue improved service delivery and brought forward London's Olympic planning applications. In recognition, she was awarded an OBE in 2007 for services to planning.

Jerome Frost OBE, Global Planning Director and Leader of Consulting (UKMEA), Arup



As the former Head of Design and Regeneration for the Olympic Delivery Authority (London 2012), Jerome is a recognised expert in planning for delivery. He specialises in economic development, urban regeneration and masterplanning. Jerome has applied his extensive experience in planning, design and delivery to many of the most significant development projects in London, the UK and across the globe.

Victoria Hills, Chief Executive Officer, Old Oak and Park Royal Development Corporation



Victoria is a chartered town planner with 20 years post-graduate experience, with the last 13 working for the Mayor of London. She was recently appointed permanent OPDC Chief Executive, an exciting new role which sees Victoria utilising her planning, transport and programme management expertise to drive the transformation of Old Oak and Park Royal, London's largest regeneration project. Using her transport expertise, she'll seek to maximise the benefits of the significant rail investment at Old Oak, most notably the High Speed 2, Crossrail and Great West Main Line 'super-hub' stations.

Gerry Hughes, Senior Director and National Head of Planning, Development & Regeneration, Bilfinger GVA



Head of the Planning, Development and Regeneration Division, with 180 professionals across the UK and Ireland, Gerry has 27 years' experience as a town planner in the private sector. Gerry's specialism is advising on the planning and delivery of large-scale mixed-use and residential developments and regeneration programmes. He is currently advising on a number of major residential-led schemes across London, including Brent Cross Cricklewood, Tottenham Hale and Canada Water. He is also a leading expert witness on town planning, property development and compulsory purchase matters.

AM Session 1: DELIVERING LARGE-SCALE CHANGE

Chair: Lara Kinneir, Director, Public Place Agency; Programme Manager, London Festival of Architecture 2015



Lara is interested in people and places, and applying in-depth understanding of the processes in delivering positive urban change. She has 10 years of design and strategy experience in architectural and urban design, local government and the charity sector. She provides ways to deliver change across scales of projects, through her own office and advisory roles on the GLA and TfL's Architecture, Design and Urbanism Panel and with the N.I. Ministerial Advisory Group for Architecture and the Built Environment. Academic work is delivered through the CASS Faculty of Art.

Ellen Greenberg FAICP, Director, Integrated City Planning, Arup



On assignment from Arup's San Francisco office, Ellen's portfolio includes work at scales from site to region, with projects in the Los Angeles, Phoenix and Vancouver, Canada areas. Ellen's work is distinguished by innovative approaches to cross-disciplinary challenges, with a focus on the relationship between built environment and transport system performance. She holds master's degrees from the University of California at Berkeley in transportation engineering and city and regional planning. In 2012, Ellen was elected as a Fellow of the American Institute of Certified Planners in recognition of her contributions to the field of city planning.

Roger Madelin CBE, Partner, Argent LLP



At Argent since 1987, Roger became a Director in 1989 and, for 10 years, was responsible for delivering all Argent developments, including Brindleyplace in Birmingham, Piccadilly in Manchester and office buildings in the City of London. For 12 years, Roger led the redevelopment of King's Cross. He currently focuses on delivering the Aga Khan Development Network projects. He became CEO in 1997 after an acquisition by BT Pension Scheme, and was joined by colleague David Partridge as Joint CEO in 2006. Roger is an Honorary Fellow of RIBA and was awarded a CBE for 'services to sustainable development' in the 2007 Honours List.

Peter O'Brien, Area Regeneration Manager, Tottenham Hale, LB Haringey



A recent convert to the public sector, Peter joined Haringey's Tottenham Regeneration Team in February 2014. He is responsible for delivering the regeneration of Tottenham Hale, a major new district. Before that, he was an independent consultant for four years focussed on regeneration, strategic planning, housing and economic development. He learnt his trade at Llewellyn Davies working as an Economist Planner, where he did a range of masterplanning and policy/research consultancy for clients across the UK.

Lucinda Turner, Head of Strategy and Policy, Transport for London



Lucinda joined TfL in 2006 as Policy Manager for Congestion Charging. In 2009, she began her current role, developing Crossrail funding policy, leading consultation for the Mayor's Transport Strategy and helping develop the Mayor's Air Quality and Climate Change Strategies. Lucinda leads on TfL's work on Growth Areas the London Plan. In 2013-2014, she was Secretariat to the Mayor's Road Task Force. She was previously Head of Infrastructure for the Confederation of British Industry (CBI) – leading policy and campaigning on transport, planning and property issues.

AM Session 2: WORKING WITH COMPLEX PLACES

Chair: Ziona Strelitz, Director, ZZA Responsive User Environments



Social Anthropologist, Town Planner and Interior Designer, Ziona specialises in user research and design strategy, linking social, cultural, design and management perspectives to shape responsive places. Her practice spans physical and virtual activity, multiple scales, building types and sectors, including finance, property, government, technology and academia. Ziona has worked on major schemes for over 20 years; her book, *Energy People Place*, draws from her Kings Place experience. She is a Visiting Professor at Reading University's Dept. of Construction Management & Engineering.

Andrew Beharrell, Senior Partner, Pollard Thomas Edwards



One of PTE's main shareholders and executive board members, Andrew has over 30 years' experience in housing, mixed-use and regeneration, and has designed and delivered many successful, award-winning projects. Skilled in masterplanning, he has expanded the practice's expertise beyond regeneration and into urban extensions in rural areas and completely new settlements. He has also led PTE's diversification into the fields of education and high density mixed-use, and is a regular commentator on housing, regeneration and education issues.

Chris Hall, Director, Bilfinger GVA



Chris provides advice relating to planning and regeneration, and his experience includes masterplanning, investment frameworks, development feasibility, spatial and policy planning, strategy, and stakeholder and community engagement. Chris has directed multi-disciplinary teams in the delivery of large-scale regeneration schemes for regional growth areas, city regions, city centres, town centres and waterfronts; neighbourhood improvement plans, estate redevelopment masterplans and re-use of brownfield sites.

Esther Everett, Interim Head of Physical Regeneration & Design, London Legacy Development Corporation



Esther has led on the design and delivery of a number of masterplanning, park, infrastructure and public realm projects at the LLDC and previously at Design for London. Her current role involves leading the design team, delivering on the neighbourhood centres programme, coordinating programmes with partner organisations and providing design advice to planning colleagues on live applications within the LLDC area. She qualified as an architect and worked in a number of private practices before joining the public sector five years ago.

Neil Taylor, Kingston Futures Programme Manager, RB Kingston



Neil is a seasoned local authority interim corporate director. Former roles include Directorships at Bristol, York, Northumberland and Northamptonshire. He is highly experienced in Regeneration and Property, Highways and Transport and Planning. Following a successful career in construction, Neil started in local government as project director with Hull Council before moving to Colchester to lead the delivery of £600m of regeneration work. During a successful career as interim director Neil has also worked in the private and third sectors, including with Barclays, PWC and the NSPCC.

PM Plenary: THE RIGHT INGREDIENTS

Chair: Claudette Forbes, CAF Consulting Ltd.



Claudette is a highly experienced urban regeneration professional, with some 25 years' experience working at senior level within local and regional government in London and the South East. As Director for Regeneration at the London Development Agency, she spearheaded the agency's £125m per annum London-wide regeneration programme. More recently, as a Director at CAF Consulting Ltd, she has developed an impressive body of work as a consultant assisting local authorities and registered providers, advising on and leading their regeneration efforts.

Andy Godfrey, Public Policy Manager, Alliance Boots and Chair, Local Government Policy Advisory Group, British Retail Consortium



After 15 years in retail management, Andy has spent the past 18 years as Public Policy Manager for Alliance Boots, representing the company and the UK retail sector, influencing and interpreting the impact of public policy on retail and town centres. He is Chair, Local Government Policy Advisory Group at the British Retail Consortium; Chair, Heart of London BID; Chair, London First Retail Policy Group; a member of British BIDs Advisory Board; and Visiting Researcher at University of Ulster. Andy also writes extensively on retail-led regeneration and town centre management.

Alison Mayer, Senior Project Officer, Regeneration Team, Greater London Authority



Alison oversees regeneration projects in the London boroughs of Brent, Barnet, and Ealing. She is currently leading a set of research projects investigating how housing intensification can make a positive contribution to London's high streets and town centres, as well as working with the Mayor's Design Advisory Group to study the impact of population growth on the built form of London. Alison has an MSc in Urban Planning from Columbia University and a BA in Urban Studies from The New School in New York City.

Matthew McMillan, Inward Investment Manager, LB Croydon



Matthew has a strong track record in private/public partnerships, delivering innovative built environment solutions to transform key London districts. Matthew works in LB Croydon's Central Development team, working with partners to bring forward a £5.25bn portfolio across central Croydon. Successes include Boxpark Croydon (opening 2016) and a new partnership to support the area's growing tech scene. Matthew joined Croydon after a successful period as Chief Executive of Ealing Broadway BID, having also set up and run the award-winning Camden Town Unlimited BID.

Arlene van Bosch, Projects Director, Cathedral Group



Arlene joined Cathedral in 2010 and is responsible for the implementation of development projects in Deptford and Bromley. A Chartered Planning and Development Surveyor with 10 years in UK and Irish property markets, Arlene specialises in mixed-use urban regeneration projects which require expertise to maximise end value and minimise risk. Arlene began her career in Belfast and moved to London in 2003, working as Development Surveyor at Tilfen Land and Development Manager at Danescroft, before moving to Quintain, where she worked on Wembley City and other projects.

Breakout Session – LOCAL ECONOMY

Chair: Joanna Rowelle, Director, Integrated City Planning, Arup



Joanna is focused on economic development, regeneration and economic policy. Roles have included working with Local Enterprise Partnerships across the country to develop their strategic economic plans, and on public- and private-sector projects including Crystal Palace. Prior to joining Arup, Joanna worked at the GLA, where she led a unit in business and economic policy before running the regeneration department, most significantly addressing jobs, growth and social cohesion following the 2011 riots.

Gareth Bacon AM, Chair, London Assembly Regeneration Committee



Gareth Bacon was elected in 2008 as a London-wide Assembly Member. He is Chairman of the Assembly's Regeneration Committee, and a member of the Budget and Performance Committee. He is also Chairman of the London Fire and Emergency Planning Authority which oversees the London Fire Brigade, and Chairman of the London Local Resilience Forum which co-ordinates the emergency planning work of London's emergency services, Armed Forces, local government, and key utility providers. Gareth is an elected councillor in LB Bexley, and has served as Deputy Leader as well as Cabinet Member for Environment & Public Realm.

Gillian Balfe, Town Centre Manager, LB Redbridge



Gillian began her career as an ecologist, devising management plans for the creation of diverse and sustainable natural habitats. She became a chartered town planner in 1988, applying many of the same principles to the built environment to connect people and places. This led to a move into Town Centre Management in 1992, where Gillian has developed her skills across a wide range of disciplines in locations including Romford, where she managed the history market for 12 years, and several Havering district centres. She continues to learn and develop her craft in Redbridge

Andy Godfrey, Public Policy Manager, Alliance Boots - Please see PM Plenary

Lucy Taylor, Director, Regeneration and Planning, LB Ealing



Lucy has worked on a wide range of projects during her eight years at Ealing, including the development of new council buildings, the preparation of masterplans and planning policy frameworks to steer development and working with developers to create high quality places in Ealing. Prior to Ealing Council, Lucy worked at the London Development Agency on economic development and infrastructure projects and at Greenwich Council on regeneration projects in the lead up to the Millennium celebrations.

Breakout reporter: **Jo Wilson, Head of Policy, Future of London**

Breakout Session – INTEGRATING HOUSING

Chair: Valerie Solomon, Policy Manager, Housing & Planning, London Councils



Valerie works as a Policy Manager at London Councils, a membership body representing 32 boroughs and the City of London, which lobbies for resources and more powers for London boroughs. Valerie works in the housing and planning team, which seeks to achieve changes in national and GLA policy to accelerate housing delivery and to develop cross-borough working to increase supply. Valerie supports London Councils housing investment priorities and also leads on supporting boroughs to mitigate the impact of homelessness.

Heather Cheesbrough, Asst. Director of Strategic Planning, Regeneration & Economic Development, LB Hounslow



Heather is responsible for preparing the Local Plan and delivering regeneration, affordable housing, economic development, skills and employment, corporate property and environment and aviation policy within Hounslow. With a varied background across the public and private sectors, Heather has previously worked in directors' roles at architectural and urban design organisations both in and out of London.

Patrick Devlin, Partner, Pollard Thomas Edwards



Patrick has worked in a variety of fields, including housing, education, museum and commercial buildings. His involvement with designing for older people dates from 1997, and he now runs a design workshop at PTE with Carl Vann, working on specialist projects from cohousing to dementia care. Patrick's role as Head of Third Age Housing has included leading the consultant team on the HAPPI report.

Ken Baikie, Director of Thamesmead Regeneration, Peabody



Ken has been Peabody's director of regeneration in Thamesmead since September of 2014, serving as interim director before that. He has previously acted as a consultant on matters of property and regeneration to various organisations within the public sector, including Genesis HA and Basildon Borough Council, giving him a wide and varied outlook on the field.

James Murray, Executive Member for Housing & Development, Islington Council



James is Executive Member for Housing & Development at Islington Council, a role he has held since 2010, having first been elected in 2006. In 2011, James made Islington the first local authority to reject the government's plan to raise 'affordable' rents, and launched a major building programme of homes for social rent instead. James has also led moves to impose penalties on 'buy-to-leave' investors and to stop private landlords renting out sub-standard 'shoebox flats'. He has increased the direct delivery of council services in Islington, having brought in-house almost a thousand staff including those of a private repairs contractor.

Breakout reporter: **Kate Walters, Associate, Integrated City Planning, Arup**

Breakout Session – MANAGEMENT + PARTNERSHIPS

Chair: Sophia de Sousa FRSA, Chief Executive, The Glass-House Community-Led Design



Sophia is committed to the Glass-House mission to improve placemaking through public participation and leadership in the design of buildings, spaces and neighbourhoods, ensuring that community participation in the design and development process is a valuable means of informing good, inclusive, sustainable design that benefits local people and leads to long-term improvement. Sophia has also been the charity's lead on community-based action research collaborations. She has a background in architecture, education, community empowerment and multi-cultural issues.

Paul Augarde, Head of Creativity & Innovation, Poplar HARCA



Paul has 10 years' experience in housing and regeneration, following a previous life in the film industry. He is currently leading on social infrastructure regeneration in Poplar, East London - "the most exciting four square miles in the country".

David Harley, Group Manager, Economic Development & Sustainable Communities, LB Barking & Dagenham



David's group consists of two teams – one responsible for town centre regeneration, inward investment, business support, physical regeneration and the Council's input into the Borough's growth hubs including Barking Riverside, the London Sustainable Industries Park and londoneast-uk. The other team is responsible for new build housing and an extensive estate renewal programme. David is a chartered town planner with over 15 years' experience in regeneration.

Simon Pitkeathley, Chief Executive, Camden Town Unlimited



Simon has been CEO of the multi-award winning Camden Town BID, Camden Town Unlimited, since 2007. He is also currently Co-Chair of Cross River Partnership and sits on the London Enterprise Panel (LEP), SME Working Group and Labour High Streets Advisory Group. Earlier roles included working for the Prime Minister in 2001 and 2005, Executive Director of the British Bankers' Association between 1999 and 2003 and consultancy work for various clients including JP Morgan, Citigroup and the Institute for Public Policy Research (IPPR) between 2003 and 2007.

Adam Towle, Senior Project Officer, Regeneration Team, GLA



In addition to his GLA work, Adam is a founding associate of Cass Cities and helps direct and teach the Cass Cities MA at London Metropolitan University. Adam's contribution to the planning and steering of development across London includes coordinating the GLA high street programme, leading several complex regeneration projects, and formulating policy and the creation of studies, visions, planning frameworks and masterplans. He previously worked for Design for London and LSE Cities, as well as in private architectural practice.

Breakout reporter: **Hasanul Hoque, Projects & Finance Manager, Camden Town Unlimited**

REPORT BACK + moderated discussion

Moderator: Jane Groom, Board Director, London Communications Agency



Jane joined LCA in 2006 from the Dept. for Communities & Local Government, where she was Director of Communications. At LCA, Jane focuses on regeneration, housing and property development, directing accounts such as ABP at Royal Albert Dock, The Silvertown Partnership (First Base and Chelsfield) at Silvertown Quays, Greenland on Hertsmeare House, and Cadogan Estates. Jane spent many years as chief communications adviser to the Deputy Prime Minister, and with over 16 years in Whitehall, she has extensive knowledge of the workings of Government and expertise across the communications mix.

Closing Thoughts: STEWARDSHIP + FUTURE-PROOFING

Chair: **Ellen Greenberg, Director, Planning Policy & Economics, Arup – Please see AM Session 1**

Sir Edward Lister, Chief of Staff and Deputy Mayor for Policy and Planning, Mayor of London



Appointed in May 2011, Sir Edward coordinates implementation of the Mayor's priorities, strategy and policy work, advises the Mayor on strategic planning applications and has oversight of the London Plan and Community Infrastructure Levy and delivers the Mayor's jobs and growth agenda in this area. Sir Edward led Wandsworth Council from 1992 to 2011, with the country's lowest council tax and top resident satisfaction. Sir Edward is a Director and Chairman of London & Partners, and Deputy Chairman of the Old Oak and Park Royal Development Corp. He was honoured with a Knight's Bachelor in 2011.

Clare Devine, Director of Architecture, CABE at the Design Council



Clare is Director of Architecture and the Built Environment at Design Council Cabe. She oversees the delivery of Cabe programmes at a national and international level engaging with government, local government, industry and communities to ensure well designed resilient places are developed which provide long term social, economic and environmental benefit. Clare leads the Cabe team delivering support across England working with places and cities to bring forward integrated well designed development at a local, city and city region scale.

Simon Pitkeathley, Chief Executive, Camden Town Unlimited – Please see Breakout 3

Gary Rice, Head of Development Management, Planning, LB Southwark



Appointed in 2007, Gary is the lead officer providing high-level planning, design and delivery guidance to the borough's regeneration programme, including the Elephant and Caste, Canada Water and Peckham town centres, Bermondsey Spa, and the Elmington and Aylesbury estates. As well as directly influencing and shaping major developments such as Chambers Wharf, Neo Bankside, One Tower Bridge, Sea Containers and New London Bridge Station, he has oversight of the borough's Section 106 and CIL monies. Gary has over 30 years of international public- and private-sector experience in town planning, urban design, heritage conservation and architecture.